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DATE MAILED: 06/08/2009

NOTICE OF ALLOWANCE AND FEE(S) DUE

44124 7590 06/08/2009 PATTON BOGGS, LLP

2001 ROSS AVENUE, SUITE 3000 DALLAS, TX 75201

EXAMINER					
CHANKONG, DOHM					
ART UNIT	PAPER NUMBER				
2452					

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/922,348	08/03/2001	Dana Borger	020748.0224PTUS	7283

TITLE OF INVENTION: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT

APPLN, TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	09/08/2009

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION NOT THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

or Fax (571)-273-2885

maintenance fee notification	ons.								nould be completed where correspondence address as rate "FEE ADDRESS" for
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									(Depositor's name)
									(Signature)
									(Date)
APPLICATION NO.	FILING DATE			FIRST NAMED INVEN	TOR		ATTO	RNEY DOCKET NO.	CONFIRMATION NO.
09/922,348	08/03/2001			Dana Borger			02	0748.0224PTUS	7283
TITLE OF INVENTION: CONTENT	SYSTEMS, METHOL	OS AN	ND COMPUTER I	PROGRAM PRODU	CTS	FOR INTEGRAT	ING A	DVERTISING WITH	IN WEB
APPLN, TYPE	SMALL ENTITY	IS	SUE FEE DUE	PUBLICATION FEE I	DUE	PREV. PAID ISSUI	E FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES		\$755	\$300		\$0		\$1055	09/08/2009
EXAMIN	JER		ART UNIT	CLASS-SUBCLASS	3				
CHANKONG	, DOHM		2452	709-200000					
1. Change of corresponden CIPR 1.363.) Change of correspon Address form PTO/SB// The Address of correspon Address form PTO/SB// The Address form PTO/SB// Sumber is required. 3. ASSIGNEE NAME ANI PLEASE NOTE: Unles recordation as set forth if (A) NAME OF ASSIGN	adence address (or Chai 122) attached. ation (or "Fee Address" or more recent) attach D RESIDENCE DATA is an assignee is identi in 37 CFR 3.11. Comp	Indicated. Us	Correspondence ation form e of a Customer		ap to rnativ single or a l attor ll be or typ he pa g an a	3 registered paten ely, e firm (having as a gent) and the nam neys or agents. If printed. e) tent. If an assign assignment.	membes of u	er a 2 0 to 0 to 0 to 3 0 to 0 to 10	ocument has been filed for
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5. Change in Entity Status a. Applicant claims 5	SMALL ENTITY statu	s. See	37 CFR 1.27.	☐ b. Applicant is no	o long	er claiming SMAI	L EN	TTY status. See 37 CF	
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44124 7	441.24 7590 06/08/2009		EXAMINER		
PATTON BOGG	SS, LLP		CHANKO	vG, DOHM	
2001 ROSS AVENUE, SUITE 3000		ART UNIT PAPER NUMBER			
DALLAS, TX 752	201		2452		

DATE MAILED: 06/08/2009

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 307 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 307 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability

Application No.	Applicant(s)	
09/922,348	BORGER ET AL.	
Examiner	Art Unit	
DOHW CHANKONG	2452	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--All claims being allowable. PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS. This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

- 1. This communication is responsive to Applicant's amendment filed on 2/26/2009.
- 2. X The allowed claim(s) is/are 1,5-9,11,12,16,18-20,23-27,29,30,34,35,37-39,42-46,48,49,52,53,55-57,59 and 62.
- Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) \square All b) ☐ Some* c) ☐ None of the:
 - 1.

 Certified copies of the priority documents have been received.
 - 2.

 Certified copies of the priority documents have been received in Application No. ____
 - 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received:

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application. THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

- A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
- CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) Including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date
 - (b) I including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6.

DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- 1. Notice of References Cited (PTO-892)
- Notice of Draftperson's Patent Drawing Review (PTO-948)
- Information Disclosure Statements (PTO/SB/08). Paper No./Mail Date
- 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
- 5. Notice of Informal Patent Application
- Interview Summary (PTO-413), Paper No./Mail Date
- 7. X Examiner's Amendment/Comment
- 8. X Examiner's Statement of Reasons for Allowance
- 9. ☐ Other .

/Dohm Chankong/

Primary Examiner, Art Unit 2452

ALLOWANCE

- This action is in response to Applicant's amendment and arguments filed on 2/26/2009.
 Claims 1, 4, 9, 11, 15, 20, 22-27, 29, 30, 33-35, 37-39, 41, 46, 48, 51, 57, and 61 are amended.
 Claims 2, 3, 10, 13, 14, 17, 21, 28, 31, 32, 36, 40, 47, 50, 54, 58, and 60 are canceled.
 Accordingly, claims 1, 4-9, 11, 12, 15, 16, 18-20, 22-27, 29, 30, 33-35, 37-39, 41-46, 48, 49, 51-53, 55-57, 59, 61, and 62 are presented for further examination.
- Claims 1, 9, 20, 27, 39, 46, and 57 are further amended and claims 4, 15, 22, 33, 41, 51 and 61 are canceled as indicated by the examiner's amendment below.
- Claims 1, 5-9, 11, 12, 16, 18-20, 23-27, 29, 30, 34, 35, 37-39, 42-46, 48, 49, 52, 53, 55 59, and 62 are allowed.

EXAMINER'S AMENDMENT

4. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Christopher W. Adams on 5/29/09.

The application has been amended as follows:

Art Unit: 2452

In the claims:

Please cancel claims 4, 15, 22, 33, 41, 51 and 61.

Please amend claims 1, 9, 20, 27, 39, 46, and 57 as indicated below:

Claim 1. (Currently Amended) A computer system configured to integrate advertising within user-requested Web content, comprising:

an advertisement server that hosts advertisements in a text-based format, the advertisement server comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within the user-requested Web content in response to a request for Web content[[;]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format; a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format content prior to streaming the audio format content to a user client device; and

means for serving Web content in an audio format to the user client device via a telephone link with the user client device; and

a Web server that hosts Web content in a text-based format, comprising:

Art Unit: 2452

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server, in response to the subject matter of the Web content:

means for inserting the retrieved advertisements within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

Claim 9. (Currently Amended) A computer system configured to integrate interactive advertising within user-requested Web content, the computer system comprising:

an advertisement server that hosts advertisements in a text-based format, wherein the advertisements are interactive when converted to an audio format comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within the user- requested Web content in response to a request for Web content[[;]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

Art Unit: 2452

means for storing information associated with user interaction with an advertisement:

a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format prior to streaming the audio format content to a user client device;

means for serving Web content in an audio format to the user client device via a telephone link with the user client device;

means for notifying the advertisement server of user interaction with an advertisement:

means for retrieving additional information associated with the advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement;

means for delivering the additional information to the user client device in an audio format; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server in response to the subject matter of the Web content:

means for inserting the retrieved advertisement within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

Claim 20. (Currently Amended) A system for integrating advertising within user-requested Web content, the system comprising:

a server accessible by a user client device via a telephone link, wherein the server performs a method comprising:

retrieving a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in response to the subject matter of the Web content and in response to a user request for Web content received by a Web server from a client device, wherein the Web content and advertisement have a text-based format[[;]], wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device:

Art Unit: 2452

converting the Web content and advertisement from a text-based format to an audio format: and

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

Claim 27. (Currently Amended) A system for integrating interactive advertising within userrequested Web content, the system comprising:

a plurality of servers accessible by a user client device via a telephone link, wherein the servers perform a method comprising:

retrieving an a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format[[;]], wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device:

converting the Web content and advertisement from a text-based format to an audio format:

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device:

storing information associated with user interaction with an advertisement; notifying the advertisement server of user interaction with the advertisement; retrieving additional information associated with the advertisement in response to user interaction with the advertisement wherein the user interaction comprises

recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement; and

delivering the additional information to the user client device in an audio format.

Claim 39. (Currently Amended) A computer program product that integrates advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that is configured to retrieve a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in

Art Unit: 2452

response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format[[:]], wherein the computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device; computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format; and

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

Claim 46. (Currently Amended) A computer program product that integrates interactive advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

Art Unit: 2452

computer readable program code that is configured to retrieve a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format[[:]], wherein the computer program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable storage program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content prior to streaming the audio format content to the user client device;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format; computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format;

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device:

Art Unit: 2452

computer readable program code that is configured to store information associated with user interaction with an advertisement:

computer readable program code that is configured to notify the advertisement server of user interaction with the advertisement:

computer readable program code that is configured to retrieve additional information associated with an advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement; and

computer readable program code that is configured to deliver the additional information to the user client device in an audio format.

Claim 57. (Currently Amended) An advertising server that integrates interactive advertising within user-requested Web content, the advertising server comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within Web content, in response to the subject matter of the Web content, requested by a user via a client device in communication with a Web server, wherein the advertisement has a text-based format and is configured to be interactive when converted to an audio format[[:]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with the user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

means for forwarding the selected advertisement to the Web server for insertion within the Web content requested by the user;

means for receiving notification from a text-to-speech transcoder that the selected advertisement has been delivered to the user client device in an audio format:

means for storing information associated with delivery of the advertisement to the user client device: and

means for storing information associated with user interaction with the advertisement.

5. The following is an examiner's statement of reasons for allowance: Claims 1, 9, 20, 27, 39, 46, and 57 as amended distinguish themselves over the prior art by delineating an invention for selecting and inserting text advertisements into requested web content where the advertisements are of a format and size compatible with the requested content. Moreover, the format and size compatible with the web content comprises a predetermined length when the advertisements are delivered in audio format. With the current amendment incorporating these features into the independent claims, the claim show a patentable distinction over the prior art. Furthermore, the prior art gives no indication that it would have been obvious to one of ordinary skill in the art to have selected specific text advertisements based on its predetermined time length when delivered in an audio format.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue Art Unit: 2452

fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for

Allowance."

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's

disclosure. See attached PTO-892.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to DOHM CHANKONG whose telephone number is (571)272-

3942. The examiner can normally be reached on Monday-Friday [8:30 AM to 4:30 PM].

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, John Follansbee can be reached on 571.272.3964. The fax phone number for the

organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent

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system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would

like assistance from a USPTO Customer Service Representative or access to the automated

information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Dohm Chankong/

Primary Examiner, Art Unit 2452